

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 78/528124

APPLICANT: K&B Underwriters, LLC



CORRESPONDENT ADDRESS:

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Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

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CORRESPONDENT'S REFERENCE/DOCKET NO: K&BU-0001-T1

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CORRESPONDENT EMAIL ADDRESS:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

Serial Number 78/528124

This letter responds to the applicant's communication filed on December 4, 2006.

The applicant is again requesting reconsideration of the final refusal dated February 7, 2006.

After careful consideration of the law and facts of the case, the examining attorney must again deny the request for reconsideration and adhere to the final action as written since no new facts or reasons have been presented that are compelling with regard to the point at issue.

The applicant's amended recitation of services is acceptable and has been made of record. However, that amendment does not eliminate the likelihood of confusion with the cited registrations. Close examination of the evidence attached to the Office action dated October 9, 2006 makes clear that it is commonplace for *business* insurance and mortgage lending to emanate from the same source. Additional evidence in support of this point is attached herewith.

Applicant's third request for reconsideration is *denied*. The file will now be returned to the Trademark Trial and Appeal Board for resumption of the applicant's appeal. 37 C.F.R. Section 2.64(b); TMEP Section 715.03(c).

/James A. Rauen/
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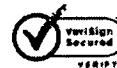
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